

**CLAIM:**

1. A method of distributing a product comprising:
  - a) creating a virtual representation of the product, comprising a virtual three-dimensional model of the product;
  - b) displaying the virtual representation of the product in a virtual world where the representation is available for viewing;
  - c) enabling a selecting person who selects the virtual representation to view the three-dimensional model of the product; and
  - d) conveying information about the product to the selecting person.
2. A method as recited in claim 1 wherein the virtual representation is animated.
3. A method as recited in claim 1 wherein the selecting person can manipulate the three-dimensional model of the product to present a different view of the product.
4. A method as recited in claims 1 or 3 wherein the virtual representation of the product comprises a link to the three-dimensional model.
5. A method as recited in claims 1 or 4 wherein the three-dimensional model is animated.
6. A method as recited in claim 1 wherein the virtual representation of the product is displayed in a virtual store in the virtual world.
7. A method as recited in claim 6 wherein the virtual store can be sponsored by a vendor of the product.

8. A method as recited in claim 1 wherein the select information comprises purchase information.

9. A method as recited in claim 8 wherein the purchase information comprises an e-commerce enabled web site.

10. A method as recited in claim 1 wherein the selecting person can navigate through the virtual world.

11. A method as recited in claim 10 wherein the selecting person navigates through the virtual world by moving a virtual representation of the selecting person through the virtual world.

12. A method as recited in claims 10 or 11 wherein activities of the selecting person in the virtual world are recorded as the virtual representation of the selecting person navigates through and interacts with the virtual world.

13. A method as recited in claim 12 wherein the activities comprise noting product interests.

14. A method as recited in claim 12 wherein the activities comprise buying habits.

15. A method according to claim 12 wherein the activities comprise location interests within the virtual world.

16. A method according to claim 12, wherein the activities are compiled for use by third parties.

17. A method of providing incentives to a selecting person to purchase a product of a vendor, comprising:

a) creating a virtual world;

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- b) creating a virtual representation of the product, comprising a virtual three-dimensional model of the product;
- c) displaying the virtual representation of the product in the virtual world where the representation is available for viewing;
- d) enabling a selecting person who selects the virtual representation to view the three-dimensional model of the product;
- e) conveying select information about the product to the selecting person; and
- f) conferring a benefit on the selecting person who wants to acquire the product by having the selecting person navigate through and interact with the virtual world.

18. A method as recited in claim 17 wherein the benefit is the enablement of the selecting person to acquire the product at less than a usual cost for similar products not selected in the virtual world.

19. A method as recited in claim 18 wherein the benefit is in the form of virtual dollars to be applied against a purchase cost for the product, the virtual dollars earned by navigating through and interacting with the virtual world.

20. A method as recited in claim 18 wherein the benefit is the enablement of the selecting person to acquire the product at no cost.

21. A method as recited in claim 17 wherein the benefit comprises making a donation to a charitable organization.

22. A method as recited in claim 17 wherein the virtual representation is animated.

23. A method as recited in claim 17 wherein the selecting person can manipulate the three-dimensional model of the product to present a different view of the product.

24. A method as recited in claims 17 or 23 wherein the virtual representation of the product comprises a link to the three-dimensional model.
25. A method as recited in claim 17 wherein the three-dimensional model is animated.
26. A method as recited in claim 17 wherein the select information comprises purchase information.
27. A method as recited in claim 26 wherein the purchase information comprises an e-commerce enabled web site.
28. A method as recited in claim 17 wherein the selecting person navigates through the virtual world by moving a virtual representation of the selecting person through the virtual world.
29. A method as recited in claim 28 wherein activities of the selecting person in the virtual world are recorded as the virtual representation of the selecting person navigates through and interacts with the virtual world.
30. A method as recited in claim 29 wherein the activities comprise noting product interests.
31. A method as recited in claim 29 wherein the activities comprise buying habits.
32. A method according to claim 29 wherein the activities comprise location interests within the virtual world.
33. A method according to any one of claims 28 to 32, wherein the activities are compelled for use by third parties.

- a) creating a virtual world;
- b) creating a virtual representation of the product, comprising a virtual three-dimensional model of the product;
- c) displaying the virtual representation of the product in the virtual world where the representation is available for viewing;
- d) enabling a selecting person who selects the virtual representation to view in three dimensions the three-dimensional model of the product;
- e) conveying select information about the product to the selecting person;
- f) conferring a benefit on the selecting person who wants to acquire the product by having the selecting person navigate through and interact with the virtual world; and
- g) recording the activities of the selecting person as the selecting person navigates through and interacts with the virtual world.

35. A method as recited in claim 34 wherein the benefit is the enablement of the selecting person to acquire the product at less than a usual cost for similar products not selected in the virtual world.

36. A method as recited in claim 35 wherein the benefit is in the form of virtual dollars applied against a purchase cost for the product, the virtual dollars earned by navigating through and interacting with the virtual world.

37. A method as recited in claim 35 wherein the benefit is the enablement of the selecting person to acquire the product at no cost.

38. A method as recited in claim 34 wherein the benefit comprises making a donation to a charitable organization.

39. A method as recited in claim 34 wherein the virtual representation is animated.

40. A method as recited in claim 34 wherein the selecting person can manipulate the three-dimensional model of the product to present a different view of the product.

41. A method as recited in claims 34 or 40 wherein the virtual representation of the product comprises a link to the three-dimensional model.

42. A method as recited in claims 34 wherein the three-dimensional model is animated.

43. A method as recited in claim 34 wherein the virtual representation of the product is displayed in a virtual store in the virtual world.

44. A method as recited in claim 43 wherein the virtual store can be sponsored by a vendor of the product.

45. A method as recited in claim 34 wherein the select information comprises purchase information.

46. A method as recited in claim 45 wherein the purchase information comprises an e-commerce enabled web site.

47. A method as recited in claim 34 wherein the activities comprise noting product interests.

48. A method as recited in claim 34 wherein the activities comprise buying habits.

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49. A method according to claim 34 wherein the activities comprise location interests within the virtual world.

50. A method as recited in claims 1 or 34 wherein the virtual representation of the product is displayed in a virtual apartment.

51. A method as recited in claims 1 or 34 wherein the virtual representation of the product is displayed in a virtual game.

52. A method according to claim 13, wherein the activities are compiled for use by third parties.

53. A method according to claim 14, wherein the activities are compiled for use by third parties.

54. A method according to claim 15, wherein the activities are compiled for use by third parties.

55. A method as recited in claim 24 wherein the three-dimensional model is animated.

56. A method as recited in claim 41 wherein the three-dimensional model is animated.

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